



ALLISON V. SMITH/Staff Photographer

William Brumder, Yosha Enterprises' director of business development, demonstrates Momints, a liquid breath mint, to 7-Eleven employees Cindy Laboi (left) and Kris Nelson.

What's coming to 7-Eleven?

**'Tax relief' beer,
other foods and drinks
on tap for chain store**

By **MARIA HALKIAS**
Staff Writer

7-Eleven Inc. has its own form of what it calls "true tax relief."

On April 15, 7-Eleven stores that sell beer will stock fresh Budweiser and Bud Light — brewed, bottled and delivered on that dreaded date.

Freshly brewed beer is a logistical challenge, said Suzanne McDonald, category manager for beer and wine at the Dallas-based chain. "But it's something we can do every so often. We did it on Valentine's Day with promotional

signs that said '12 fresh Buds for your true love.'"

The beer is one of 70 new products that 7-Eleven corporate staffers encouraged store managers and franchisees to sample Thursday in Dallas. About 700 store and field staffers from a five-state region attended 7-Eleven University, an event held annually in several cities to show off new products.

New beverages and fresh foods, as well as technologies to improve operations, are key growth strategies under chief executive Jim Keyes, who told the group that these are ways to distinguish 7-Eleven from competitors.

Speaking during a break from the sampling, Mr. Keyes received

his most enthusiastic round of applause when he announced that stores are getting a new type of safe that counts money. That task now takes store managers at least two hours a day.

7-Eleven continues to partner with product manufacturers on new promotional flavors. Twizzler Slurpees and strawberry Twizzler candy straws are coming this summer. York Peppermint Patty hot cocoa will be out next fall.

And for anyone who's eating on the run, Spuds 'n Stuff is on the way. The potato concoction, developed with Heinz, will come in inaugural flavors of bacon cheddar or smoked cheddar.

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